

07-17-2003

Form PTO-1594

(Rev. 10/02)

OMB No. 0651-0027 (exp. 6/30/2005)

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RE



102499417

U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

## 1. Name of conveying party(ies):

Kellwood Company  
600 Kellwood Parkway  
Chesterfield, MO 63017

- ☐ Individual(s) ☐ Association  
☐ General Partnership ☐ Limited Partnership  
☒ Corporation-State  
☐ Other \_\_\_\_\_

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

## 3. Nature of conveyance:

- ☐ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☒ Other Correction of previous Assignment.

Execution Date: 02/25/2002

## 2. Name and address of receiving party(ies)

Name: Mervyn's Brands, Inc.

Internal

Address: TPS-3165

Street Address: 1000 Nicollet Mall

City: Minneapolis State: MN Zip: 55403

- ☐ Individual(s) citizenship \_\_\_\_\_  
☐ Association \_\_\_\_\_  
☐ General Partnership \_\_\_\_\_  
☐ Limited Partnership \_\_\_\_\_  
☒ Corporation-State \_\_\_\_\_  
☐ Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic  
 representative designation is attached: ☐ Yes ☒ No  
 (Designations must be a separate document from assignment)  
 Additional name(s) & address(es) attached? ☐ Yes ☒ No

## 4. Application number(s) or registration number(s):

A. Trademark Application No.(s) 73/687,468;  
 74/694,526; 73/481,153

B. Trademark Registration No.(s) 1,489,460;  
 2,001,011; 1,334,429

Additional number(s) attached ☐ Yes ☒ No

## 5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Mervyn's Brands, Inc.

Internal Address: TPS-3165

Street Address: 1000 Nicollet Mall

City: Minneapolis State: MN Zip: 55403

## 6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41).....\$ 90.00

- ☐ Enclosed  
☒ Authorized to be charged to deposit account

## 8. Deposit account number:

20-0089

DO NOT USE THIS SPACE

## 9. Signature.

Shayne L. Brown

Name of Person Signing

Signature

7-10-03

Date

Total number of pages including cover sheet, attachments, and document: 4

07/16/2003 07:00:11 00000183 200009 73557450

01 PL:0521  
02 PL:052240.00 DA  
50.00 DA

Mail documents to be recorded with required cover sheet information to:  
 Commissioner of Patent & Trademarks, Box Assignments  
 Washington, D.C. 20231

TRADEMARK  
 REEL: 002778 FRAME: 0439

TRADEMARK

04-02-2002



102039067

Commissioner of Patents and Trademarks:  
and original document or copy thereof.

## 2. NAME AND ADDRESS OF PARTY(IES) RECEIVING AN INTEREST:

Kellwood Company  
600 Kellwood Parkway  
Chesterfield, MO 63017

Name: Target Brands, Inc.  
Internal Address: Attn: Kristina Kemp Hauschild  
Street Address: 1000 Nicollet Mall, TPS 3165

City: Minneapolis  
State: MN  
Zip: 55403

Entity: Target Brands, Inc

☐ Individual(s) ☐ Association  
☐ General Partnership ☐ Limited Partnership  
☒ Corporation - State Minnesota  
☐ Other  
☐ Citizenship

Entity: Kellwood Company

☐ Individual(s) ☐ Association  
☐ General Partnership ☐ Limited Partnership  
☒ Corporation - State Delaware  
☐ Other

02-25-2002

U.S. Patent &amp; TMO/TM Mail Rpt Dt. #67

## 3. INTEREST CONVEYED:

☒ Assignment ☐ Change of Name  
☐ Security Agreement ☐ Merger  
☐ Other

If not domiciled in the United States, a domestic representative designation is attached:

☐ Yes  
☐ No

(The attached document must not be an assessment)

## 4. APPLICATION NUMBER(S) OR REGISTRATION NUMBER(S). ADDITIONAL SHEET ATTACHED?

☐ YES ☒ NO

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

73/687,468

1,489,460

74/694,526

2,001,011

73/481,153

1,334,429

5. NAME AND ADDRESS OF PARTY TO WHOM  
CORRESPONDENCE CONCERNING DOCUMENT

Name: Target Brands, Inc.  
Internal Address: c/o Kristina Kemp Hauschild  
TPS-3165  
Street Address: 1000 Nicollet Mall  
City: Minneapolis  
State: MN  
Zip: 55403

## 6. NUMBER OF APPLICATIONS AND REGISTRATIONS INVOLVED:

3

## 7. AMOUNT OF FEE ENCLOSED OR AUTHORIZED TO BE CHARGED:

Applicable service fee charged to deposit account.

8. DEPOSIT ACCOUNT NUMBER (ATTACH DUPLICATE COPY OF  
THIS FORM IF PAYING BY DEPOSIT ACCOUNT):

20-0089

04/01/2002 AAHMED1 00000189 200089 73687468

DO NOT USE THIS SPACE

01 FC:481 40.00 CH  
02 FC:482 125.00 CH

9. DATE OF EXECUTION OF ATTACHED  
DOCUMENTS:

03 August 2000

10. I DECLARE UNDER PENALTY OF PERJURY UNDER THE LAWS OF THE UNITED STATES OF AMERICA THAT THE  
FOREGOING IS TRUE AND CORRECT. EXECUTED ON:

21 Feb 2002

Date

*Kristina Kemp Hauschild*  
Signature

Kristina Kemp Hauschild  
Name of Person Signing

# TRADEMARK ASSIGNMENT

WHEREAS, Kellwood Company, a Delaware corporation with its principal place of business at 600 Kellwood Parkway, Chesterfield, MO 63017 ("Assignor") has adopted, owns and is using, either directly or indirectly through licensees, the trademark identified in Schedule 1 attached hereto (the "Mark");

WHEREAS, Mervyn's Brands, Inc., a Minnesota corporation with its principal place of business at 33 South Sixth Street, Minneapolis, MN 55402 ("Assignee"), is a licensee of the Mark and desires to acquire all right, title and interest in and to the Mark, all registrations thereof, applications therefor and rights associated therewith; and

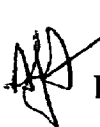
WHEREAS, the Mark is being assigned from Assignor to Assignee as part of the business indicated and symbolized by the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee all of its right, title and interest in and to the Mark, all registrations thereof, applications therefor and rights associated therewith, together with the goodwill of the business indicated and symbolized by the Mark, along with the right to recover damages and profits for past infringements thereof.

Assignor further covenants and agrees with Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by Assignor and that full right to convey the same as herein expressed is possessed by Assignor.

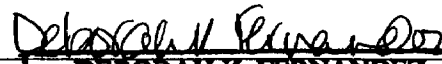
IN WITNESS WHEREOF, Assignor has, by its duly authorized representative, executed this Trademark Assignment this 3<sup>rd</sup> day of August, 2000.

Kellwood Company

By:  Thomas H. Pollihan  
Title: Vice President, Secretary  
and General Counsel

STATE OF Missouri )  
 ) ss.  
COUNTY OF St Louis )

Subscribed and sworn before me  
this 3<sup>rd</sup> day of August, 2000.

  
**DEBORAH K. FERNANDEZ**  
Notary Public - Notary Seal  
**STATE OF MISSOURI**  
St. Louis County  
My Commission Expires: Jan. 19, 2004

TB 45922

Page 1 of 2

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**TRADEMARK**  
**REEL: 002778 FRAME: 0441**

SCHEDULE 1 TO TRADEMARK ASSIGNMENT

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Jurisdiction</u>
CASCADE BLUES	1,489,460	5/24/88	U.S.
CASCADE BLUES	2,001,011	9/17/96	U.S.
CASCADE BLUES	1,334,429	5/7/85	U.S.